



საქართველოს ეროვნული ბანკი  
National Bank of Georgia

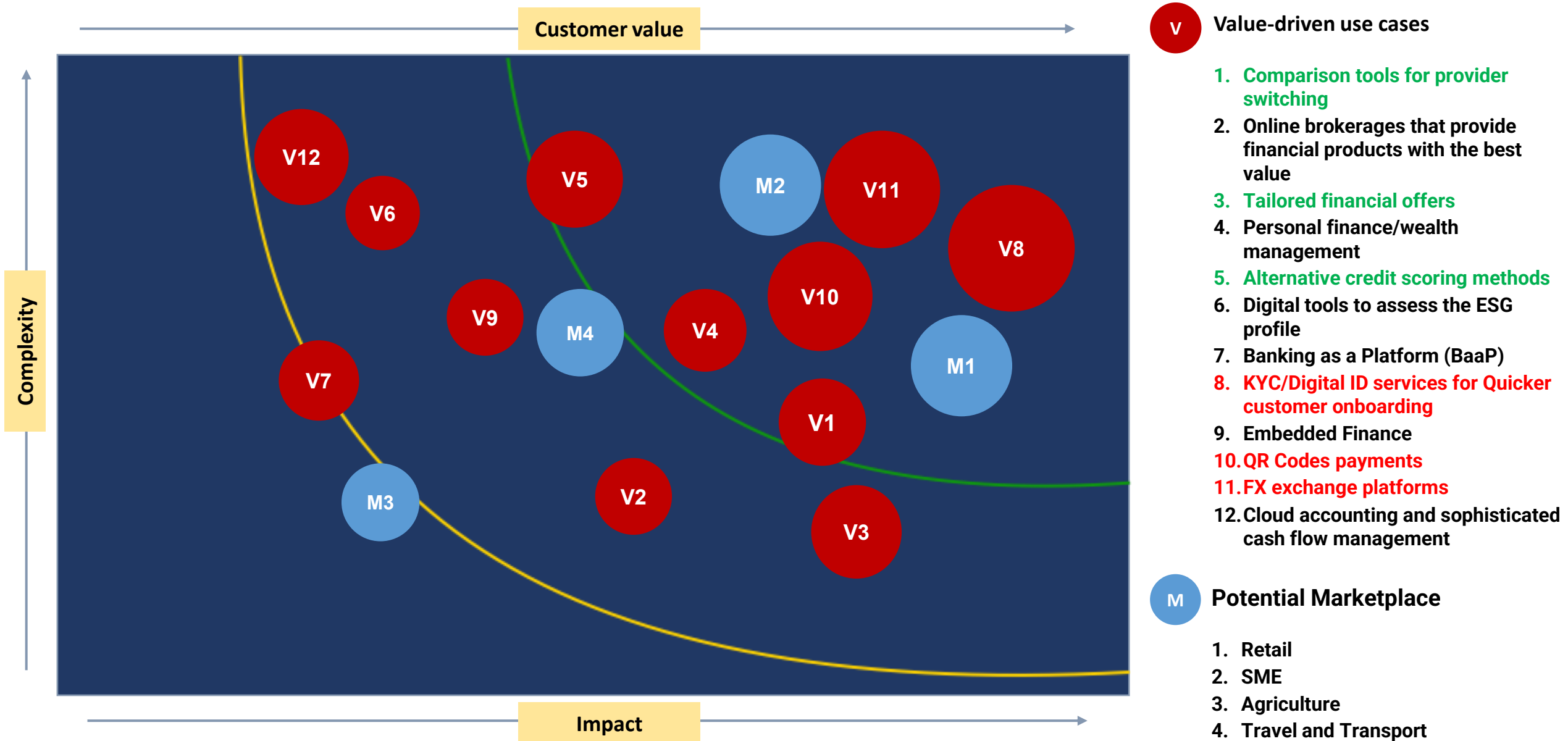
# GEORGIA ROADMAP TOWARDS OPEN FINANCE

Incorporates our own definition of Open Finance

SEPTEMBER 2025

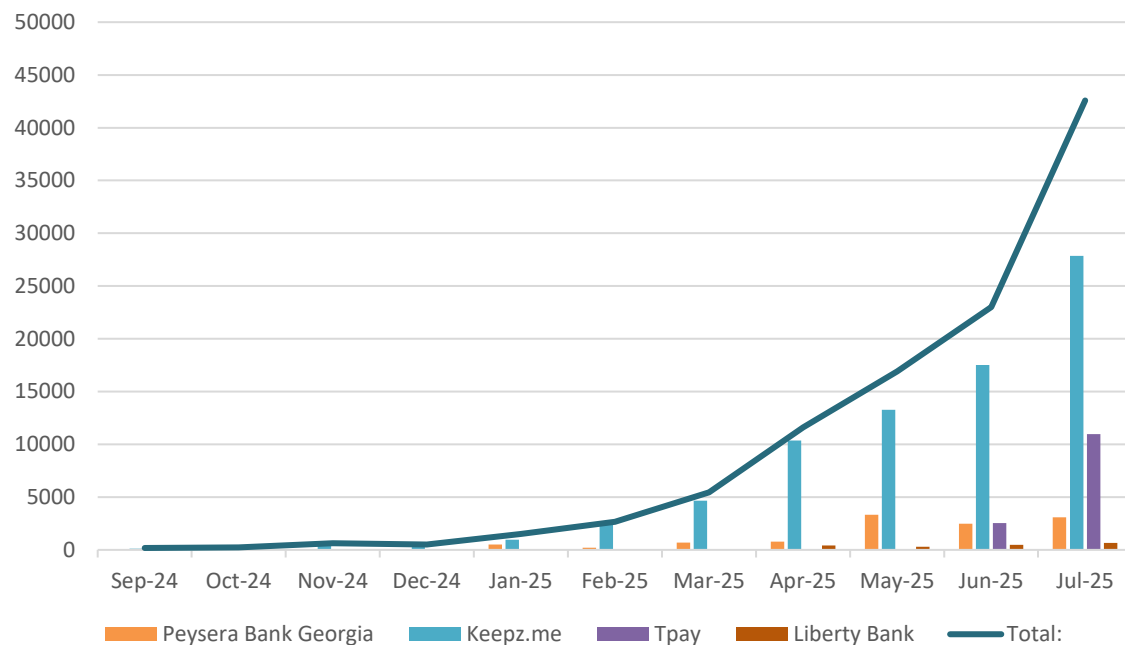


# OPEN BANKING/FINANCE OPPORTUNITIES AND PRIORITIZATION MATRIX

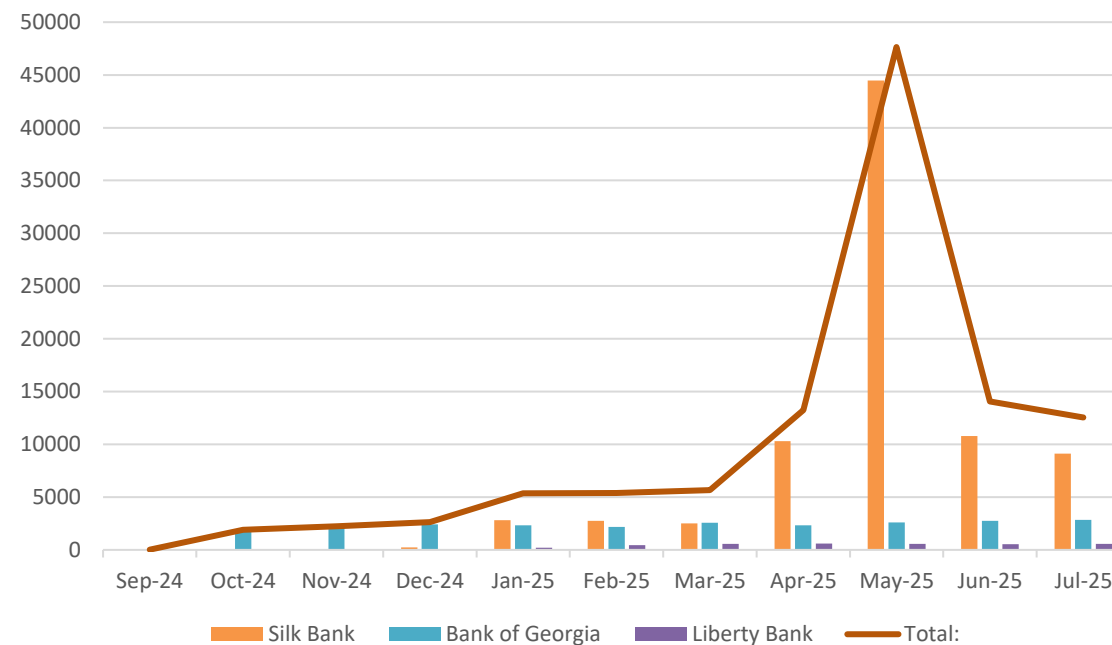


# Open Banking APIs Usage Trends

## Number of Payment Initiation API Requests



## Number of Onboarding API Requests



- API usage trends show that prioritized APIs were chosen accurately.
- Onboarding API service reached the peak in May 2025 and has a descending trend at the moment, however stays on a decent level.

# SHOW ME THE MONEY!

Jerry Maguire asks:  
“So how do you make money with all this data?”



**1 “I broker your loans, I take a cut.”**



**Product Brokerage Commissions**

Users get matched with financial products → Fintech earns a referral fee, Finda, Banksalad, Toss

**2**

**“I score your credit better than the banks.”**



**Data-Based Credit Scoring + Lending**

They use cash flow & account data to offer personal loans at boost Toss, Kakao Pay, Naver Financial

**3 “I sell you insurance tailored to your lifestyle.”**



**Insurance Distribution**

Life, car, or pet insurance — sold with AI precision.

Kakao Pay, Samsung Life

**4**

**“I invest your spare change, I take a fee.”**



**Investment & Brokerage**

Robo-advisors, stock trading, funds — all data personalized.

Toss Securities, Naver Financial

**5 “I coach you to save — if you pay me.”**



**Premium Subscriptions**

Budgeting tools, credit scores, alerts — Behind a paywall.

Banksalad (legacy)

**6**

**“I compare your options, so banks pay me.”**



**Sponsored Rankings / Ads**

Banks pay to show up in your loan / insurance comparison results.

Finda, Rainist

**7 “I analyze anonymized trends for partners.”**



**B2B Data Services**

With consent, user trends power business intelligence — legally.

**8**

**“I embed finance into your shopping.”**



**Embedded Finance**

Payment buttons; BNPL, and loans built into e-commerce journeys.

**FINAL LINE (a la Jerry Maguire)** “It’s not just about having data. It’s about activating it —

“Show Me the Money!” – MyData Edition



<https://www.youtube.com/watch?v=lpwSxWq1wwU>

Final Line from Jerry Maguire:

*“It’s not just about having data.  
It’s about activating it across finance,  
insurance, commerce, and AI.”*



# A “FIT” WITH THE OVERALL FINTECH STRATEGY

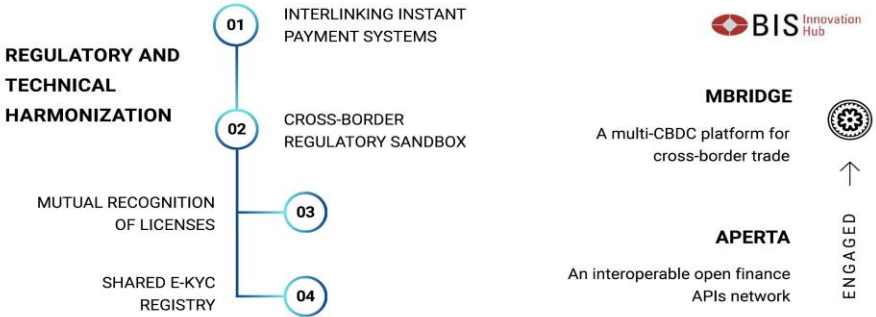
## “BEYOND-GEORGIA” FINTECH ECOSYSTEM

### MIDDLE CORRIDOR MOMENTUM

WORLD BANK

EFFECTS OF EFFICIENT INVESTMENTS AND POLICY BY 2030 COMPARED TO 2022:

2x ↓ TRAVEL TIME      3x ↑ TRADE VOLUME



### CROSS-COUNTRY FINTECH DIALOGUE



WITH AZERBAIJAN

IN PARTNERSHIP WITH IFC

Allowing GEO and AZ fintech startups to test their solutions on both markets

MUTUAL RECOGNITION OF LICENSES

Different types of fintech or capital market licenses



WITH THE EU, TURKEY, KAZAKHSTAN & CHINA

DIRECT INTEGRATION OF INSTANT PAYMENT SYSTEMS

### REAL-TIME PROGRESS

Combined with SEPA membership, these initiatives would position Georgia as a bridge between Central Asia and the EU



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# THANK YOU

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